



WEWS

ORDER

Print Date 09/28/12 Page 1 of 6

Flight Dates 10/16/12-10/22/12

		<u>Order Sep</u>	00:20:00
		<u>Product</u>	<u>Estimate #</u> 1537
<u>Contract / Revision</u>	312274 /	Candidate. OFA Sked A 10.16-10.2	<u>Alt Order #</u>
<u>Original Date / Revision</u>	09/25/12 09/25/12	<u>Agency Com</u> 15%	<u>Billing Type</u> Cash
		<u>Billing Contact</u>	<u>Order Type</u> GENERAL
<u>Advertiser</u>	Obama / Democrat / Preside	1010 Wisconsin Avenue - Suite #80 Washington, DC 20007	<u>Billing Cycle</u> EOM/EOC
			<u>Billing Calendar</u> BROADCAST
<u>Agency</u>	GMMB Inc		<u>Demographic</u> A35+
<u>Buying Contact</u>		<u>Sales Office</u> EWSDC	<u>Rev Codes</u> POL POL CAND
1010 Wisconsin Avenue - Suite #80 Washington, DC 20007		<u>Sales Region</u> NAT	<u>Product Codes</u> PL
		<u>Agency Ref</u> 2	<u>Priority</u> P-3
			<u>Advertiser Ref</u>

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 87275

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			
					Start Date	End Date	# Spots	Net Amount
October 2012	125	\$74,183.75	\$87,275.00	0.00	10/01/12	10/22/12	125	\$74,183.75
Totals	125	\$74,183.75	\$87,275.00	0.00				\$87,275.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			
					Start Date	End Date	# Spots	Net Amount
October 2012	125	\$74,183.75	\$87,275.00	0.00	10/01/12	10/22/12	125	\$74,183.75
Totals	125	\$74,183.75	\$87,275.00	0.00				\$87,275.00



Contract / Revision **312274** Flight Dates **10/16/12-10/22/12** Hiatus Dates

Original Date / Revision 09/25/12 / 09/25/12 Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product Candidate. **OFA Sked A 10.** Estimate # **1537**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 2	WEWS	10/16/12	10/22/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	11111--	:30	5	\$40.00	P-3	0.00	NM	5	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$40.00		0.00				
E 3	WEWS	10/16/12	10/22/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	11111--	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$75.00		0.00				
E 4	WEWS	10/16/12	10/22/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$200.00		0.00				
E 5	WEWS	10/16/12	10/22/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	22121--	:30	8	\$210.00	P-3	0.00	NM	8	\$1,680.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	22121--		8				\$210.00		0.00				
E 6	WEWS	10/20/12	10/20/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	-----S-		2				\$75.00		0.00				
E 7	WEWS	10/16/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$175.00	P-3	0.00	NM	5	\$875.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$175.00		0.00				
E 8	WEWS	10/16/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$300.00		0.00				
E 9	WEWS	10/16/12	10/22/12	M-F 11-12p M-F 11-12p	CM	11a-12p	1- 1- 1--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	1- 1- 1--		3				\$500.00		0.00				
E 10	WEWS	10/16/12	10/22/12	M-F 12-1230pm News 12-1230p News	CM	12-12:30p	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$200.00		0.00				
E 11	WEWS	10/16/12	10/22/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$200.00		0.00				
E 12	WEWS	10/16/12	10/22/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	1- 11---	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	1- 11---		3				\$350.00		0.00				
E 13	WEWS	10/21/12	10/21/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	-----S		1				\$300.00		0.00				
E 14	WEWS	10/21/12	10/21/12	SU Kaleidoscope SU Kaleidoscope	CM	10-1030a	-----S	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	-----S		1				\$35.00		0.00				



WEWS

Print Date: 09/28/12

Page 3 of 6

Contract / Revision 312274 Flight Dates 10/16/12-10/22/12Hiatus DatesOriginal Date / Revision 09/25/12/ 09/25/12Order Sep 00:20:00Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 14	WEWS	10/21/12	10/21/12	SU Kaleidoscope	CM	10-1030a	-----S	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00	
				SU Kaleidoscope												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	-----S		1				\$35.00		0.00				
E 15	WEWS	10/21/12	10/21/12	SU 1030-11a Showcase GM	CM	1030-11a	-----S	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00	
				SU 1030-11a Showcase c												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	-----S		2				\$150.00		0.00				
E 16	WEWS	10/16/12	10/22/12	M-F 4-5p Dr. OZ	CM	4-5p	11111--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00	
				M-F 4-5p Dr. Oz												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$300.00		0.00				
E 17	WEWS	10/16/12	10/22/12	M-F 3-4P Katie	CM	3-4p	11111--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00	
				M-F 3-4p Katie												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$225.00		0.00				
E 18	WEWS	10/16/12	10/22/12	M-F 5-6p News	CM	5-6p	11111--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00	
				M-F 5-6p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$500.00		0.00				
E 19	WEWS	10/16/12	10/22/12	M-F 6-630p News	CM	6-630p	- 1 - 1 --	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00	
				M-F 6-630p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	- 1 - 1 --		2				\$400.00		0.00				
E 20	WEWS	10/21/12	10/21/12	SU 6-630p News	CM	6-630p	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00	
				SU 6-630p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	-----S		1				\$300.00		0.00				
E 21	WEWS	10/16/12	10/22/12	M-F 7-730p News	CM	7-730p	11111--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00	
				M-F 7-730p The List												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	11111--		5				\$500.00		0.00				
E 22	WEWS	10/16/12	10/22/12	M-F 730-8P	CM	730-8p	- 1 1 1 --	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00	
				730-8p Let's Ask America												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	- 1 1 1 --		4				\$400.00		0.00				
E 23	WEWS	10/22/12	10/22/12	Monday DWS	CM	8-10p	M-----	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00	
				Monday DWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	M-----		1				\$5,500.00		0.00				
E 24	WEWS	10/22/12	10/22/12	Monday Prime C	CM	10-11p	M-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00	
				Monday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	M-----		1				\$4,000.00		0.00				
E 25	WEWS	10/16/12	10/22/12	Tuesday Prime A	CM	8-9p	- T -----	:30	2	\$5,000.00	P-3	0.00	NM	2	\$10,000.00	
				Tuesday Prime A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	- T -----		2				\$5,000.00		0.00				
E 26	WEWS	10/16/12	10/22/12	Tuesday Prime C	CM	10-11p	- T -----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00	
				Tuesday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	- T -----		1				\$3,500.00		0.00				



WEWS

Print Date: 09/28/12

Page 4 of 6

Contract / Revision **312274** Flight Dates **10/16/12-10/22/12**

312274

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 09/25/12 / 09/25/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product Candidate. OFA Sked A 10. Estimate # **1537**



WEWS

Print Date: 09/28/12

Page 5 of 6

Contract / Revision 312274 Flight Dates 10/16/12-10/22/12Hiatus DatesOriginal Date / Revision 09/25/12/ 09/25/12Order Sep 00:20:00Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 38	WEWS	10/20/12	10/20/12	SA 12a-1a CSI Miami Late	CM	12a-1a	- - - S -	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
				SA CSI Miami Late											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - S -		1				\$55.00		0.00			
E 39	WEWS	10/21/12	10/21/12	SU 12a-1a CSI Miami Late	CM	12a-1a	- - - S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
				SU CSI Miami Late											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - S		1				\$55.00		0.00			
E 40	WEWS	10/20/12	10/21/12	SA/SU Criminal Minds Late	CM	1235a-2a	- - - 11	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
				S/S Criminal Minds Late											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - 11		2				\$75.00		0.00			
E 41	WEWS	10/20/12	10/20/12	OSU Football	CM	12p-1130p	- - - S -	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00
				Ohio State Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - S -		1				\$5,500.00		0.00			
E 42	WEWS	10/22/12	10/22/12	Monday DWS	CM	8-10p	M- - - -	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
				Monday DWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M- - - -		1				\$4,500.00		0.00			
E 43	WEWS	10/21/12	10/21/12	Sunday Prime B	CM	8-9p	- - - S	:30	1	\$3,300.00	P-3	0.00	NM	1	\$3,300.00
				Sunday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - S		1				\$3,300.00		0.00			
E 44	WEWS	10/20/12	10/20/12	LN after Sports	CM	11p-130x	- - - S -	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				LN after Sports											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - S -		1				\$600.00		0.00			
E 45	WEWS	10/20/12	10/20/12	NCAA Prime Game	CM	8-1130p	- - - S -	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				NCAA Prime Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - S -		1				\$1,800.00		0.00			
E 46	WEWS	10/20/12	10/20/12	SA GMA 8-9a	CM	8-9a	- - - S -	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
				SA GMA 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - S -		2				\$700.00		0.00			
E 47	WEWS	10/21/12	10/21/12	SU GMA 8-9A	CM	8-9a	- - - S	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
				SU GMA 8-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - S		2				\$700.00		0.00			
E 48	WEWS	10/17/12	10/17/12	M-F 730-8P	CM	730-8p	-- W - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				730-8p Let's Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-- W - -		1				\$1,200.00		0.00			
N49	WEWS	10/20/12	10/20/12	SA 7PM News	CM	7-730p	- - - S -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				SA 7PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - S -		1				\$300.00		0.00			
N50	WEWS	10/20/12	10/20/12	SA 7-8p Rotation	CM	7-8p	- - - S -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				SA 7-8p Rotation											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	- - - S -		1				\$300.00		0.00			



WEWS

Print Date: 09/28/12

Page 6 of 6

Contract / Revision 312274 Flight Dates 10/16/12-10/22/12Hiatus DatesOriginal Date / Revision 09/25/12/ 09/25/12Order Sep 00:20:00Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>		
													Spots	Amount	
N50	WEWS	10/20/12	10/20/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7-8p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	-----S-		1			\$300.00		0.00				
														Totals	125 \$87,275.00